

 salesforce

## The Sales Cloud

Running a productive sales organization can be nerve-wracking: trying to grow your business, putting effective sales processes in place, and giving your sales reps the tools they need to be successful. In today's hectic world, how do you give your reps more time in front of customers while also getting them to work together and sell as a team? Plus, how do you do everything with less money, fewer resources, and lower risk?

Today, many sales organizations are turning to the Internet—"the cloud"—to get fast, easy access to the tools and services they need to build closer relationships with customers, without the risk and expense associated with traditional software. The cloud is connecting sales reps to information, colleagues, partners, and prospects they would never find otherwise.

By moving their sales operations into the cloud, organizations are giving their sales reps the tools they need to be more productive, more collaborative, and sell more effectively. The result: stronger connections with customers, higher win rates, and more closed deals.

Welcome to the Sales Cloud.

“Using the Sales Cloud, we've increased team productivity and sales velocity.”

Bill Murphy  
General Manager  
BT Business



### The world's most complete sales application

The Sales Cloud is the trusted sales application for more than 63,200 salesforce.com customers around the world. Salesforce.com created the Sales Cloud 10 years ago with a vision of making a sales application as easy to use as buying a book on Amazon.com. Now, the Web has moved forward and is connecting massive numbers of people through social networks and online communities. Naturally, the Sales Cloud has moved forward, too.

With the Sales Cloud, you get all the CRM capabilities you've come to expect from salesforce.com, along with the networking tools your reps need to make new and stronger connections within their broader communities of colleagues, partners, and prospects.

And thanks to our cloud-computing model, the Sales Cloud frees companies from the hidden costs, high failure rates, unacceptable risks, and drawn-out implementations of traditional CRM software. But don't just take our word for it. In a recent independent survey by MarketTools, Inc., 6,000 salesforce.com customers reported average improvements of 40 percent in forecast accuracy, 21 percent in sales win rates, 32 percent in sales productivity, 27 percent in lead conversion rates, and 34 percent in sales revenues.

## Everything you need. All in one place.

Comprehensive and easy to customize, the Sales Cloud helps companies manage people and processes more effectively. Your reps will get the tools they need to build stronger relationships and close more deals. Managers get real-time visibility into the team's sales performance, plus the power to make changes as the business changes.

- **Accounts & Contacts** – Maximize sales rep productivity with a 360-degree view of each customer that lets reps build deep knowledge of every account and contact.
- **Marketing & Leads** – Manage your marketing along with your sales. The Sales Cloud is your command center for managing and tracking multichannel marketing campaigns from lead to close.
- **Opportunities & Quotes** – Have a single place for updating deal information, recording customer interactions, tracking competitors, and creating quotes. You'll know at a glance everything that's happening with that critical deal.
- **Real-Time Approvals & Workflow** – Streamline pricing approvals to speed up your deal cycles and automate follow-up tasks to boost sales effectiveness. Now, you're in business.
- **Email & Calendering** – Give your reps more time to sell by combining the desktop applications they use most in one spot. The Sales Cloud works seamlessly with Microsoft Office, Lotus Notes, and Google Apps.
- **Genius** – Leverage the collective genius of your entire organization. Your reps can find similar deals to the ones they're working, consult with an expert, and find the best content to close a specific deal.
- **Integrated Content Library** – Give your reps instant, easy access to the best sales presentations and collateral to win more deals. Share what works with the team and keep reps on message and out selling with confidence.
- **Analytics** – Get a comprehensive, real-time view of your business. Managers, executives, and reps are only a few clicks away from the insight needed to make smart business decisions and accurately estimate future sales.
- **Partners** – Get unparalleled, real-time visibility across all your channels. Share information and collaborate instantly with partners on contacts, deals, opportunities, and products.
- **Social** – Join the many customer conversations happening on social media sites like Twitter and turn those conversations into more business. Run Twitter campaigns that convert tweets into leads. Or influence your deals by tweeting to customers directly from your salesforce.com application.
- **AppExchange** – Extend the Sales Cloud beyond CRM to financial services, human resources, or analytics. Browse among hundreds of preintegrated applications on the AppExchange marketplace. Try the ones that interest you, and buy when you're ready.

### Only with salesforce.com

You can't give your sales reps an edge using yesterday's technology: It's too expensive, too complex, and disconnected from the cloud services they need to connect with customers. It takes the native cloud-computing power of Salesforce CRM and the Force.com platform. Only the Sales Cloud puts everything a rep needs to sell in one place with anywhere, anytime access from any mobile device, laptop, or computer. We've been the leader in enterprise cloud computing since 1999. Other industry leaders like Cisco, Dell, and NBC Universal trust us to help take their sales success to the next level.

That's why the Sales Cloud is the most popular sales application among sales organizations of all sizes.

### Win more business with the Sales Cloud. Get started today.

To be part of the Sales Cloud, visit:

[www.salesforce.com/salescloud](http://www.salesforce.com/salescloud)



#### For More Information

Contact your account executive to learn how we can help you accelerate your CRM success.

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